

IT'S OUR PLANET.
OUR HOME.
OUR WINDOW
IS NOW.



WOUTER SCHAEKERS
P&G DIRECTOR
GLOBAL PRODUCT SUPPLY
SUSTAINABLE POS



WHAT MAKES YOU WAKE-UP IN THE MORNING?



We are part of the solution!



Inform myself & build mastery.



We are part of the solution!



Together we learn & set new industry standards



Wouter's "Ikigai" - Circular economy enabled by standards driving value for companies and the planet.



Simple principles without fundamentally changing your lifestyle.

Integrated corporate strategy as ***Force for Good, Force for Growth.***

Solutions that are ***Feasible, Profitable and Sustainable.***

Circularity at lowest footprint.

Learn Fast **Together.**

NOW.

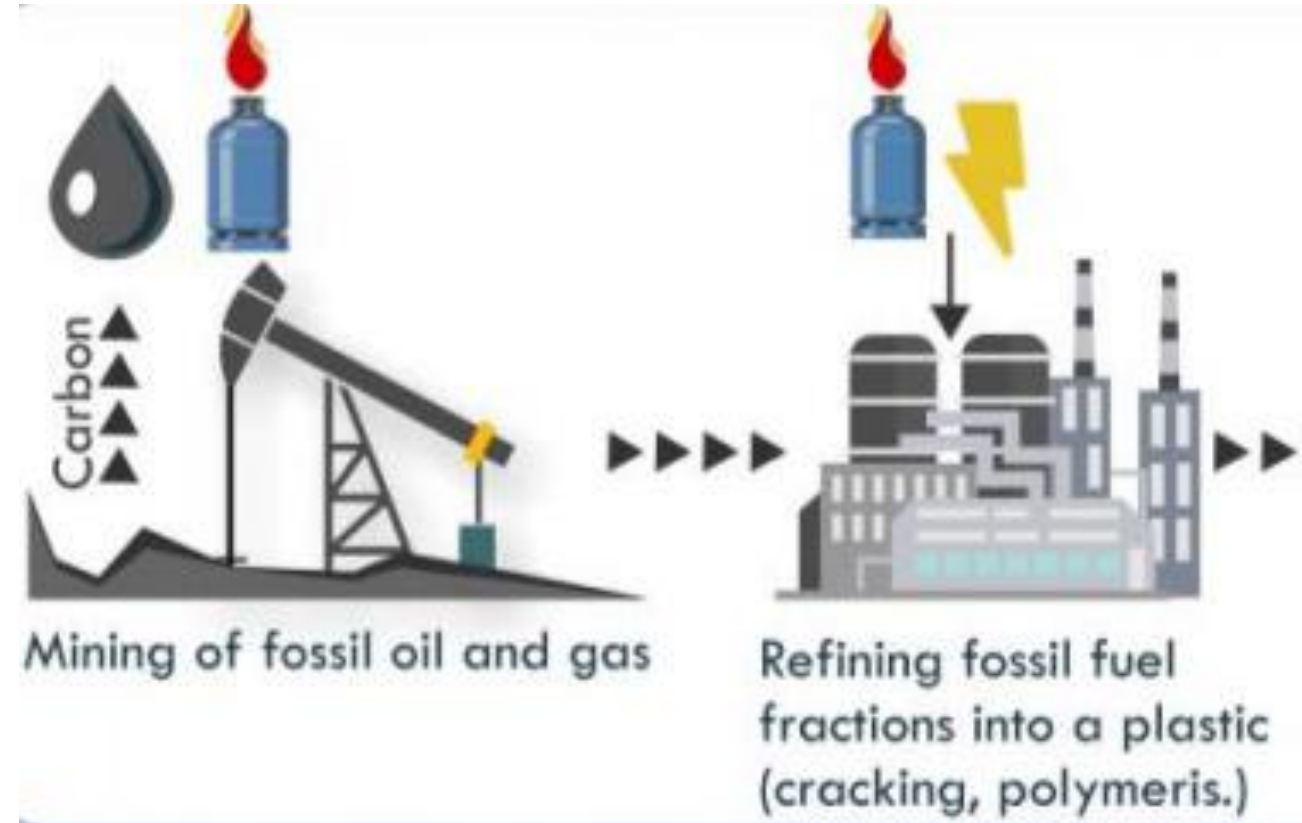
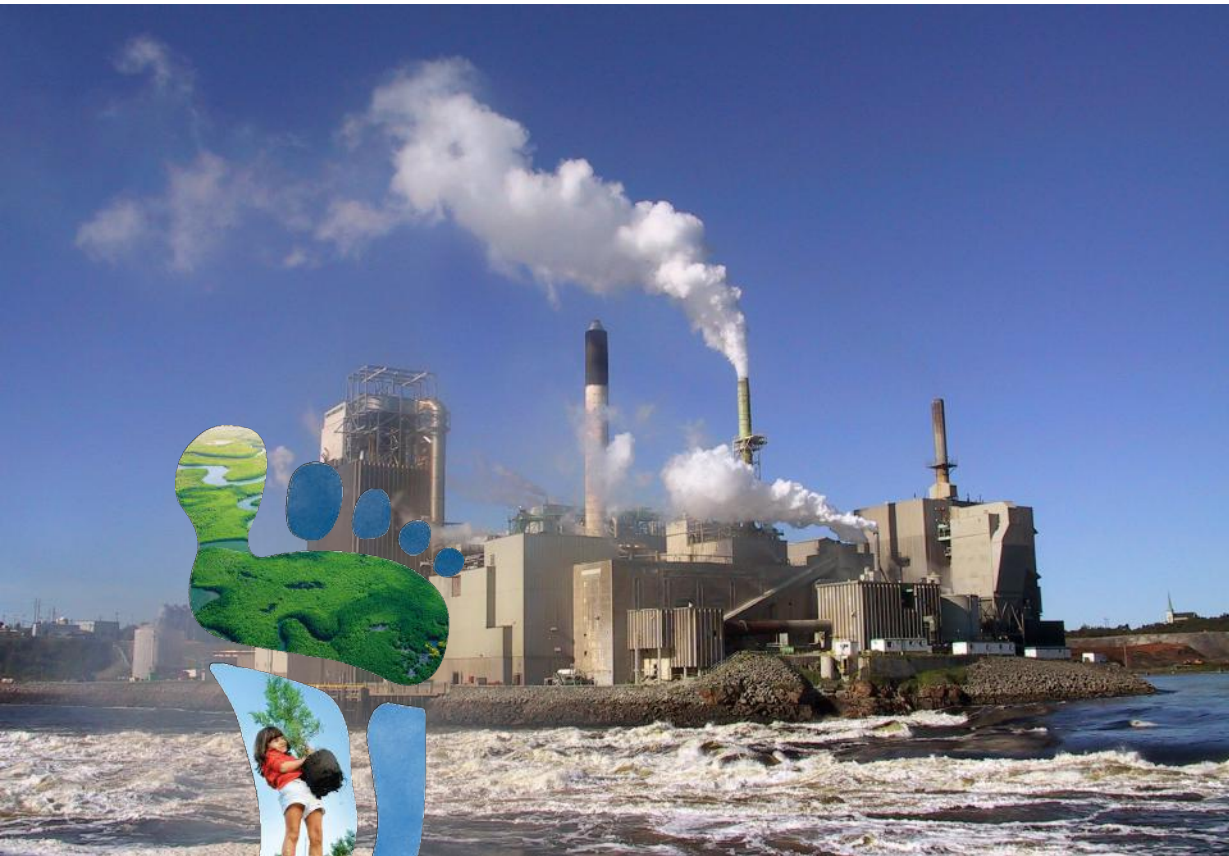


POINT-OF-SALE MATERIAL DRIVE SALES UP





PRODUCTION COMES WITH SIGNIFICANT EMISSIONS ...



**IT'S
OUR
HOME**

AFTER USE IN STORE THEY OFTEN END UP LANDFILLED OR INCINERATED



**IT'S
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HOME**

Circular
POS materials
at lowest Footprint



#1

MAKE EDUCATED CHOICES

In-house LCA



Consumer product

Sustain®



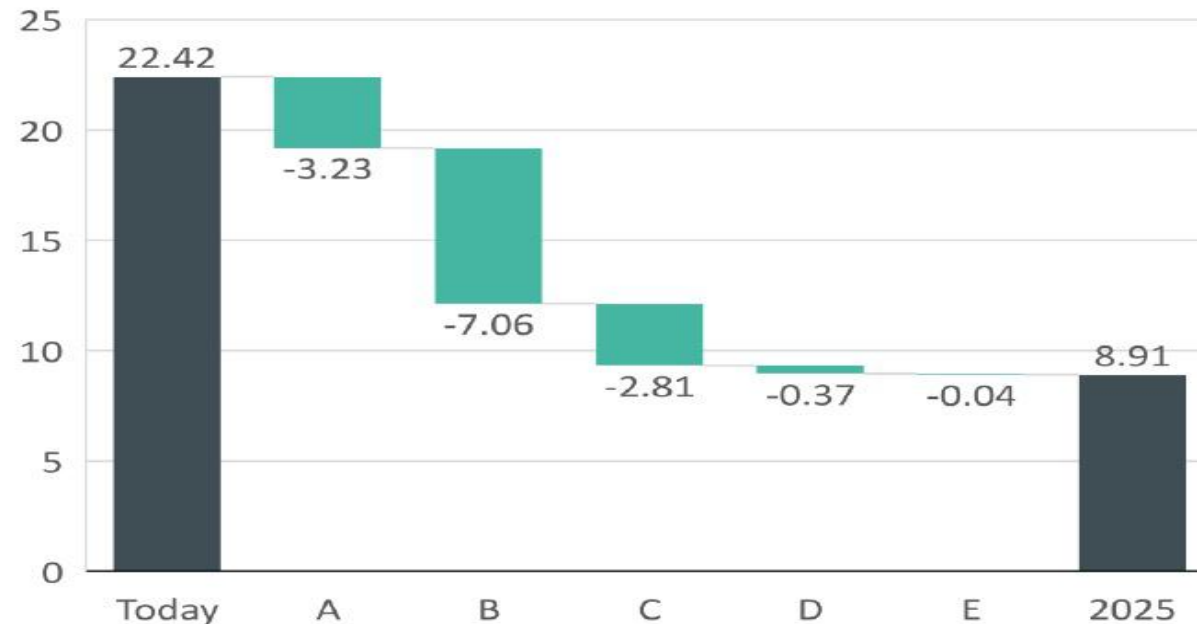
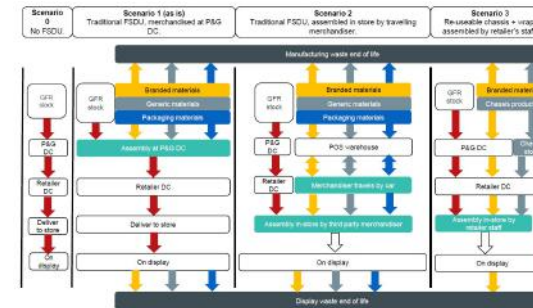
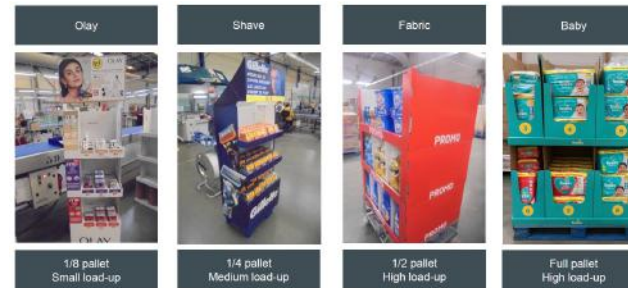
POS outsourced activities

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CARBON QUOTA



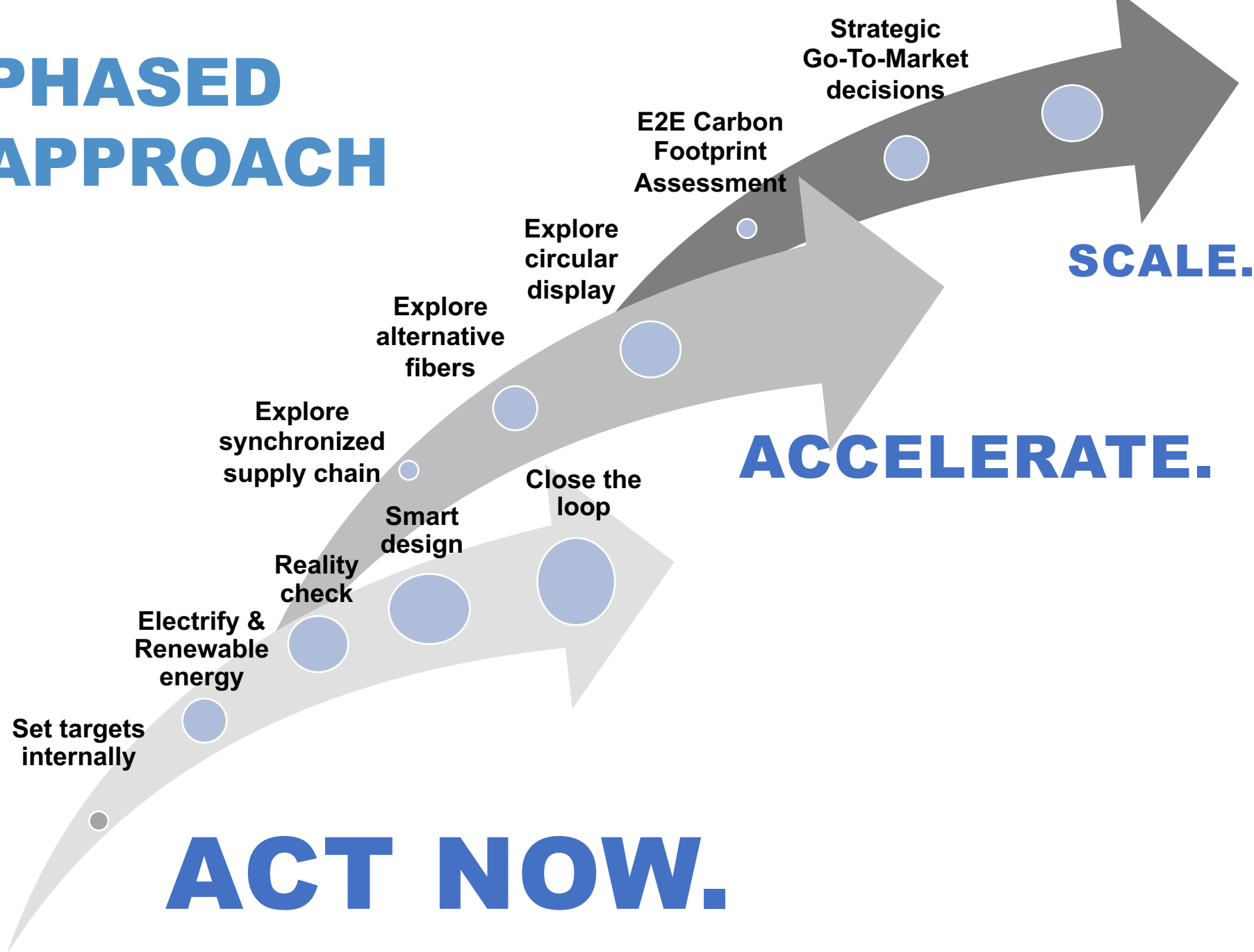
External LCA study



#2 PHASED APPROACH

IT'S
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Understand
the problem



#3

Everyone in the value chain needs to reveal their de-carbonisation plan

What retailers are asking...

When will you switch to 100% renewable electricity in your operation?

What proportion of your electricity is self-generated by renewables (e.g. solar)?

Please show us lower carbon alternatives

What is your Scope 3 carbon reduction plan?

What they want to see from their suppliers...

We have proven carbon reductions, and this is how we plan to do more...

We have a science-based carbon reduction plan with our suppliers

...but what they are actually hearing from their suppliers...

Don't worry, because we will be Net-Zero in the future

Er...what does Scope 3 mean?

It's OK, we've called it sustainable



#3

CO₂

SF₆

CH₄

N₂O

NF₃

HFC_s

PFC_s

WHAT WE CONTROL

SCOPE 1

DIRECT EMISSIONS OWNED OR CONTROLLED SOURCES

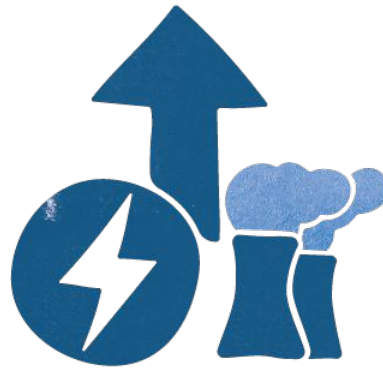


FUEL COMBUSTION

COMPANY VEHICLES

SCOPE 2

INDIRECT EMISSIONS FROM PURCHASED ENERGY



PURCHASE OF ELECTRICITY OR STEAM

WHAT WE INFLUENCE

SCOPE 3

OTHER INDIRECT EMISSIONS THAT OCCUR IN A COMPANY'S VALUE CHAIN



USE OF SOLD PRODUCTS

WASTE DISPOSAL

Ingredients & Materials, Packaging, Transportation & Distribution, Employee Travel & Commuting, Consumer Use at Home, End of Life, Waste Disposal



#3 ELECTRIFY. USE RENEWABLE ENERGY. AT EVERY NODE.

When every stakeholder in the value chain controls its scope 1-2 emissions, then scope 3 emissions also become in control.

0

BROWN ELECTRICITY

Traditionally bought in Europe
to power our sites

1

IMPROVE ENERGY EFFICIENCY

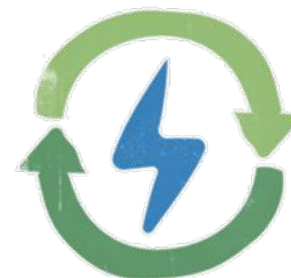


Lighthouse site
for net zero



2

PURCHASE RENEWABLE ELECTRICITY

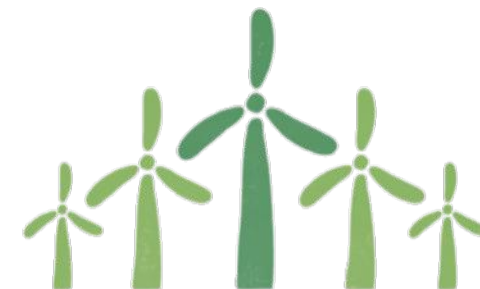


100% renewable
Electricity Europe



3

BUILD ADDITIONAL CAPACITY OF RENEWABLE ELECTRICITY



Construction of 2
energy parks in Spain



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#4

VALIDATE END/START OF LIFE REALITY.



- LCA is based on assumptions
- Reality is often DIFFERENT
- Learn impact of design in-store
 - ✓ Visit a store
- Learn impact for material next life cycle
 - ✓ Visit a paper mill
 - ✓ Visit a sorting center for plastics



#5 SMART MONO MATERIAL DESIGN.

Single-used displays



- Construction single material
- Eliminate laminated coating

Gift packs



- Eliminating plastic window
- Redesign insert



- Optimized packaging

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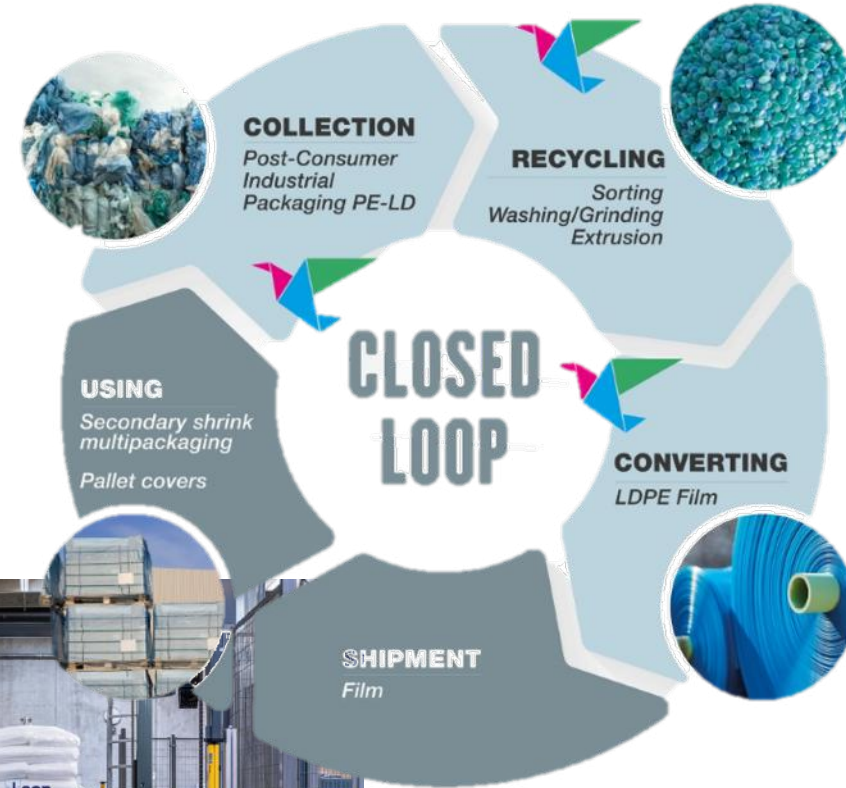


#6

CLOSE THE LOOP FOR CIRCULARITY.



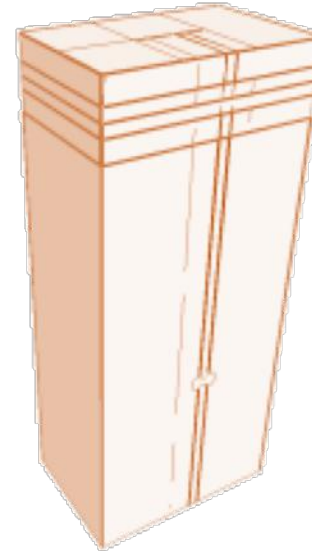
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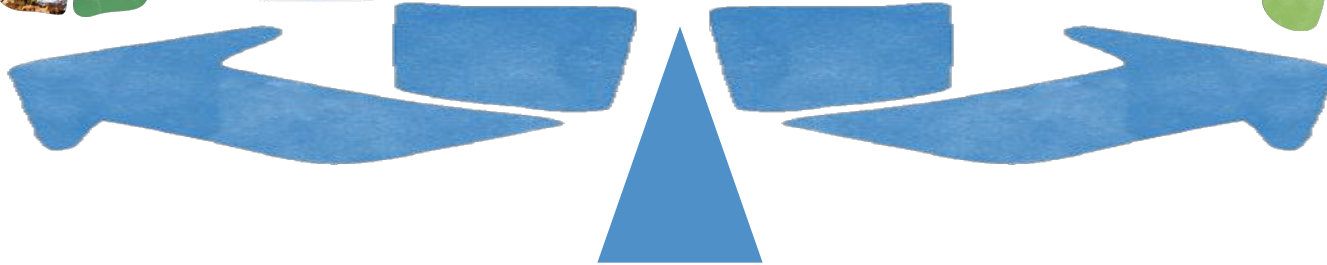
#7

BALANCED SUSTAINABLE VALUE CHAIN.

Print
exact
quantity



Mass
production
generic items



#8

EXPLORE ALTERNATIVE FIBERS.

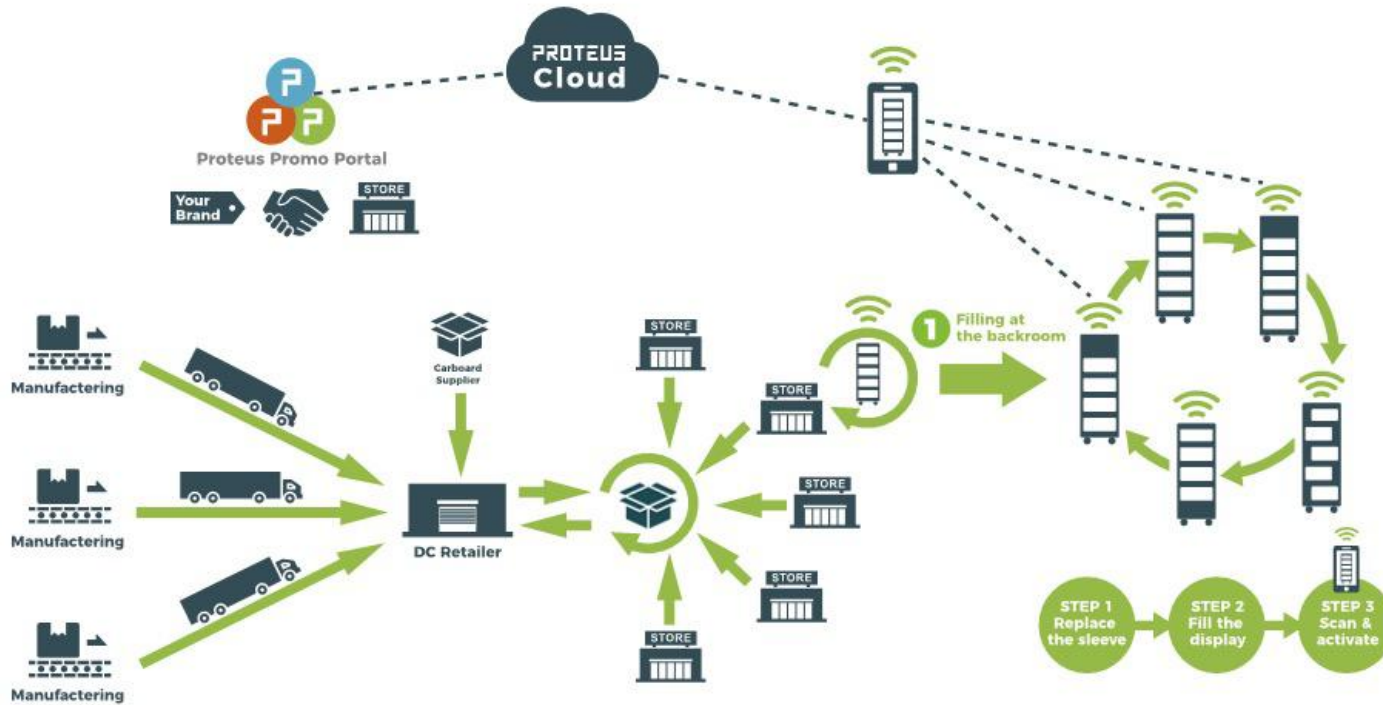


1. First electrify & Use renewable energy (#3)
2. Learn on feasibility, costs & sustainability complemented with LCA



#9

EXPLORE CIRCULAR DISPLAY.



RE-USABLE chassis merchandized in-store **CAN** deliver foot print reduction **WHEN BEING INTENTIONAL**

- ✓ Material selection
- ✓ Production location
- ✓ Maximize # of promo cycles
- ✓ Certified closed loop
- ✓ Load-up



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#9 EXPLORE CIRCULAR DISPLAY.



450 kgCO₂eq
78 cycles
to break-even

Steel, produced in
China, landfilled



370 kgCO₂eq
60 cycles
to break-even

Aluminium, produced in
China, 100% recycled



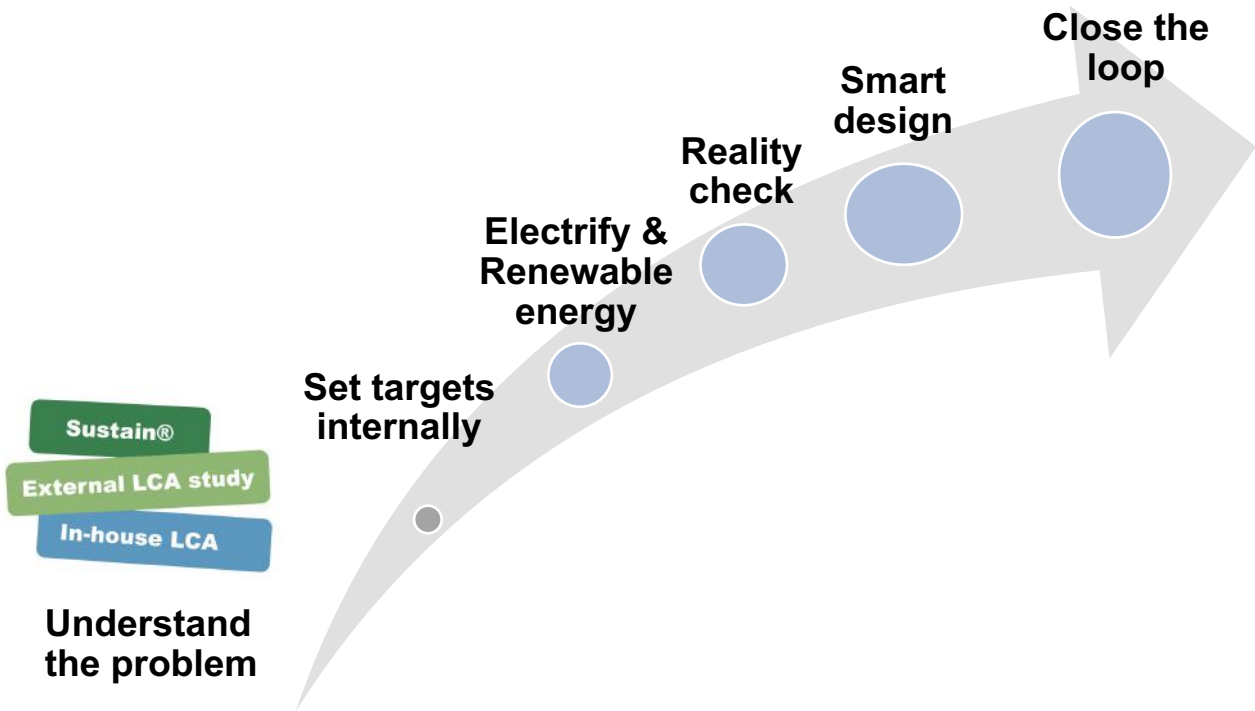
22 kgCO₂eq
5 cycles
to break-even



Recycled PP, produced
in NL, 100% recycled

POS materials

Circular at lowest Footprint



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ACT NOW.

**YOU MAKE
A WORLD OF
DIFFERENCE.**



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